LEO BURNETT COMPANY, *Inc.*
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If you were 6 years old, your mom would make you stock Clark Dí-et Gum.

But you're older now. You need a better reason than your mother's say-so.

Well, we've got a better reason for you: when stores in Erie, Pa. stocked Dí-et, their sugarless gum sales were expanded by more than 101.3%.

Want another reason?

When stores in Detroit featured Dí-et's 6-pack, Di-et accounted for 82.6% of the increased sugarless gum dollar sales.

The point is, when you stock Clark Dí-et, you make double the profit.

But what's all this got to do with your mother? Well, she's no different than thousands of other Mothers who tune in Clark Dí-et advertising. She knows Di-et's safe; it's sugarfree and won't cause cavities.

And Mothers are the big reason why your sales will go up when you stock Clark Dí-et gum.

The Safe Gum

Dí-et's sugar-free. Won't cause cavities.

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